Abstrak

Penelitian ini bertujuan untuk mengetahui Hubungan antara *Self Monitoring* dengan *Impulsive Buying* di *E-Commerce (SHOPEE)* pada Mahasiswa Universitas Mercu Buana Yogyakarta yang Memiliki *Mobile Banking*. Adapun hipotesis yang ditetapkan dalam penelitian ini adalah ada hubungan positif antara *self monitoring* dengan *impulsive buying* terhadap Mahasiswa, artinya semakin tinggi *self monitoring* maka impulsive buying akan semakin tinggi tinggi pula. Sebaliknya semakin rendah *self monitoring* maka *impulsive buying* terhadap semakin rendah. Metode pengumpulan data yang digunakan berupa skala. Adapun skala yang digunakan dalam penelitian ini adalah skala *self monitoring* dengan *impulsive buying*. Berdasarkan hasil analisis korelasi *product moment (pearson correlation* diperoleh koefisien korelasi (r_{xy}) = 0,577 (p = 0,000) berarti terdapat hubungan positif antara *self monitoring* dengan *impulsive buying* pada Mahasiswa Universitas Mercu Buana Yogyakarta yang memiliki *Mobile Banking*. Hal ini menunjukkan bahwa hipotesis dalam penelitian ini diterima. Selain itu, koefisien determinasi atau (R^2) sebesar 0,333 yang menunjukkan bahwa sumbangan *self monitoring* terhadap *impulsive buying* hanya sebesar 33,3%, sementara sisanya 66,7% dipengaruhi oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: *Self monitoring*, *Impulsive buying, E-Commerce (SHOPEE)*

ABSTRACT

This study aims to determine the relationship between Self Monitoring and Impulsive Buying in E-Commerce (SHOPEE) in Students of Mercu Buana University Yogyakarta who have Mobile Banking. The hypothesis set in this study is that there is a positive relationship between self-monitoring and impulsive buying for students, meaning that the higher the self-monitoring, the higher the impulsive buying will be. Conversely, the lower the self-monitoring, the lower the impulsive buying. The data collection method used is in the form of scale. The scale used in this study is a self-monitoring scale with impulsive buying. Based on the results of the product moment correlation analysis (pearson correlation obtained the correlation coefficient $(rxy) = 0.577$ $(p = 0.000)$ means that there is a positive relationship between self-monitoring and impulsive buying in Students of Mercu Buana University Yogyakarta who have Mobile Banking. This suggests that the hypothesis in this study is accepted. In addition, the coefficient of determination or $(R2)$ of 0.333 which shows that the contribution of self-monitoring to impulsive buying was only 33.3%, while the remaining 66.7% was influenced by other factors that were not studied in this study.

Keywords: Self monitoring, Impulsive buying, E-Commerce (SHOPEE)